GOVERNMENT OF INDIA
YOUTH AFFAIRS AND SPORTS
LOK SABHA

UNSTARRED QUESTION NO:2116
ANSWERED ON:05.03.2003
PROMOTION OF SPORTS BY PRIVATE SECTOR
RAGHUVANSH PRASAD SINGH;RAM PRASAD SINGH

Will the Minister of YOUTH AFFAIRS AND SPORTS be pleased to state:

(a) whether efforts are being made by banks, and other private sector organisations to promote sports in the country; and

(b) if so, the details thereof ?

Answer

THE MINISTER OF YOUTH AFFAIRS & SPORTS (SHRI VIKRAM VERMA)

(a) Yes, Sir.

(b) National Sports Policy 2001 has laid emphasis on increasing private sector involvement in the development of sports in the country in the areas of resources mobilization, adoption of sports disciplines and sportspersons, creation and maintenance of sports infrastructure etc. In consonance with these objectives, Government have started dialogue with premier Trade and Industry Associations like Federation of Indian Chamber of Commerce and Industries (FICCI) and Confederation of Indian Industries (CII) wit a view to evolving a long term and sustainable partnership between Government and private Corporate sector for development of sports in the country. As a result of these dialogues, it has been agreed to sign a Memorandum of Understanding (MOU) between FICCI and Sports Authority of India (SAI). Similarly, CII have agreed in principle to support five sporting disciplines through its membe Corporate and to support concerned National Sports Federations and Organizations in! preparation for the Athens Olympics, 2004 and the Beijing Olympics, 2008.